

Subject: Dog Day Afternoonboundary="Apple-Mail=_F56D9478-D8AD-4F15-844E-C6BC03C961CD"

From: "Michael Lamb" <michael@downtownnews.com>

Date: 04/05/2016 02:25 PM

To: "Henna Sherzai" <HSherzai@downtownla.com>

Hi Henna

Hope you are staying cool today!

Here is what you folks did last year in June/July/Aug and then what I propose.
Let me know if it is a fit.

2015

YOUR AD	SIZE	DATE/PUB
Summer in the City	1/2 pg	6/29/15
Summer in the City	2/3 pg	7/13, 7/27, 8/10
Summer in the City	Eblast	6 eblast July-Aug
Dog Day Aft	1/3 pg	6/29 and 7/15
Dog Day Aft	Eblast	6/29 and 7/6
Cal. Listing	Enhanced	6/22, 6/29, 7/6

2016: What I propose is to do the same amount of ads for the same price.

YOUR AD	SIZE	DATE/PUB
Summer in the City	1/2 pg	6/27/16
Summer in the City	2/3 pg	7/4, 7/18, 8/8
Summer in the City	Eblast	6 eblasts in July and Aug
Dog Day Aft	1/3	6/27 and 7/18
Dog Day Aft	Eblast	6/27 and 7/11
Cal Listing	Enhanced	6/27, 6/29, 7/4

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